

**What is claimed is:**

1. A commerce information managing method,  
comprising:

5 receiving a request to generate a CM broadcast  
and CM information relating to the CM broadcast  
from at least one of a merchandise producer and a  
service provider;

requesting to broadcast the CM broadcast and  
10 the CM information relating to the CM broadcast  
generated according to the commerce information;  
and

receiving the CM broadcast designation  
information designating at least the CM broadcast  
15 as the commerce information when a client sees the  
CM broadcast and purchases merchandise or a service  
according to the CM information relating to the CM  
broadcast.

20 2. The method according to claim 1, wherein

said CM information contains at least one of a  
merchandise catalog, a merchandise guide book in  
which merchandise is classified based on a  
characteristic of each piece of merchandise, a  
25 merchandise purchase support page supporting

purchase of merchandise based on the merchandise  
guide book, a service catalog, a service guide book  
in which a service is classified based on a  
characteristic of each service, and a service  
5 purchase support page supporting purchase of a  
service based on the service guide book.

3. The method according to claim 2, wherein:  
said CM information is described in an XML  
10 data format; and  
specific information contained in the CM  
information is distributed.

4. The method according to claim 1, wherein  
15 a broadcast program for broadcasting the CM  
broadcast and the CM information relating to the CM  
broadcast is bought from the broadcasting station.

5. The method according to claim 4, wherein  
20 said broadcast program is changed based on at  
least one of merchandise inventory information  
about the merchandise producer and service  
providing information about the service provider.

25 6. The method according to claim 1, further

comprising:

analyzing data of the managed commerce  
information; and

transmitting an analysis result to the  
5 merchandise producer or the service provider.

7. The method according to claim 1, wherein

said commerce information contains any of  
information relating to merchandise or a service,  
10 attribute data of the client, and information about  
merchandise or a service purchased by the client.

8. The method according to claim 1, further  
comprising

15 distributing instructions about merchandise or  
a service generated by the merchandise producer or  
the service provider to a shop at which a client  
receives merchandise or a service so that the  
client can receive a support of aftercare for the  
20 merchandise or the service.

9. The method according to claim 1, further  
comprising

assigning the client a service point based on  
25 the CM broadcast designation information,

information about merchandise or a service purchased by the client, and attribute data of the client.

- 5 10. A method for offering to purchase merchandise or a service, comprising:

receiving CM information relating to a CM broadcast through a broadcasting station generated by a commerce out-sourcing center receiving a  
10 request from at least one of a merchandise producer and a service provider according to a commerce information managed by the commerce out-sourcing center;

offering to purchase merchandise or  
15 a service according to the CM information relating to the CM broadcast; and

transmitting CM broadcast designation information designating at least the CM broadcast as commerce information to the commerce out-  
20 sourcing center.

11. The method according to claim 10, wherein  
said CM broadcast designation information is transmitted through Internet or a communication  
25 line from a client home or a shop where a

transmitting terminal is provided.

12. The method according to claim 10, wherein  
when a client purchases merchandise or a  
5 service according to the CM information, an  
authenticating process is performed by an  
authentication organization.

13. The method according to claim 12, wherein:  
10 said client owns a terminal; and  
said authentication organization continuously  
obtains positional information about the terminal,  
and performs an authenticating process by comparing  
positional information about the terminal obtained  
15 when the authenticating process is performed with  
continuously obtained positional information about  
the terminal.

14. The method according to claim 12, wherein:  
20 said client owns a terminal;  
said terminal comprises:  
an identifier identifying a person; and  
a living information obtaining unit  
obtaining living information;  
25 said authentication organization comprises

living information of the person associated with the identifier;

when an authenticating process is performed by said authentication organization, said terminal  
5 transmits the identifier and the living information obtained by said living information obtaining unit to the authentication organization; and

said authentication organization designates living information associated with the identifier  
10 based on the identifier received from said terminal, performs a authenticating process by comparing the designated living information with the living information transmitted from the terminal, and transmits a result of the authenticating process to  
15 a target which requires the result.

15. The method according to claim 14, wherein

said authentication organization further comprises an emotion estimation unit for estimating  
20 emotion from the living information received from the terminal, and notifies a public peace and order maintaining organization when the living information indicates fear based on estimation of emotion according to the living information by said  
25 emotion estimation unit.

16. The method according to claim 14, wherein  
said living information is voice information,  
face image information, or face animation  
5 information.

17. The method according to claim 14, wherein  
said living information is a plurality of face  
images indicating different expressions obtained  
10 when an expression of a face changes.

18. The method according to claim 14, wherein:  
said living information obtained by said  
living information obtaining unit is voice  
15 information and animation information about a mouth  
portion of a face;

when said authentication organization performs  
an authenticating process;

said terminal transmits the voice information  
20 and the animation information about the mouth  
portion obtained by said living information  
obtaining unit to the authentication organization;  
and

said authentication organization performs an  
25 authenticating process based on the voice

information and the animation information about the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice, and transmits a result of the authenticating process to a target which requires the result.

19. The method according to claim 18, wherein:

said terminal further comprises an outline information obtaining unit outputting animation information only about an outline of a mouth portion from the animation information about the mouth portion obtained from said living information obtaining unit;

when said authentication organization performs an authenticating process, said terminal transmits the voice information and the animation information only about the outline of the mouth portion; and

the authentication organization performs an authenticating process based on the voice information and the animation information only about the outline of the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice.

20. The method according to claim 13, wherein



said authentication organization does not authenticate a user when determining that an amount of position movement per unit time of the terminal is large according to continuously obtained  
5 positional information about the terminal, and there is no continuity of the position.

21. The method according to claim 20 wherein:

said terminal transmits a type of  
10 transportation input by an owner to the authentication organization; and

based on the type of the transportation, said authentication organization changes an amount of position movement based on which it is determined  
15 that there is no continuity of the position.

22. The method according to claim 15, wherein

said living information according to which emotion is estimated by said emotion estimation  
20 unit is face image information.

23. The method according to claim 15, wherein

said living information according to which emotion is estimated by said emotion estimation  
25 unit is voice information.

24. The method according to claim 10, further comprising

transmitting information about the merchandise  
5 or service purchased by a client, and attribute  
data of the client with CM broadcast designation  
information.

25. The method according to claim 24, wherein

10 when said client purchases merchandise or a  
service, the client place an order at an Internet  
shop.

26. The method according to claim 13, wherein

15 said authentication organization performs an  
authenticating process according to continuously  
obtained positional information about the terminal  
when a plurality of terminals having the same  
identification numbers appear in a unit time.

20

27. A commerce information distribution system,  
comprising:

a commerce out-sourcing center having a  
computer for managing commerce information for  
25 receiving a request to generate a CM broadcast and

CM information relating to the CM broadcast from at least one of a merchandise producer and a service provider;

5 a broadcasting station broadcasting the CM broadcast and the CM information relating to the CM broadcast generated according to the commerce information; and

10 a terminal transmitting CM broadcast designation information designating at least the CM broadcast as commerce information to the commerce out-sourcing center when a client sees the CM broadcast and purchases merchandise or a service according to the CM information relating to the CM broadcast.

15

28. A commerce information management apparatus, comprising:

20 a CM information generation unit generating a CM broadcast and CM information relating to the CM broadcast according to managed commerce information after receiving a request from a merchandise producer or a service provider;

25 a request unit requesting a broadcasting station to broadcast the CM broadcast and the CM information relating to the CM broadcast; and

a management unit receiving CM broadcast designation information designating at least a CM broadcast seen by a client from a terminal used by the client when the client purchases merchandise or  
5 a service according to the CM information relating to the CM broadcast after the client sees the CM broadcast, and managing the CM broadcast designation information as the commerce information.

10 29. A commerce information management apparatus, comprising:

a first reception unit receiving information about merchandise or a service upon receipt of a request from a merchandise producer or a service  
15 provider;

a second reception unit receiving information about a client or CM information about merchandise or a service as commerce information when the client purchases the merchandise or the service;  
20 and

a management unit collectively managing the commerce information.